

SENATE RESOLUTION No. ____

DIGEST OF INTRODUCED RESOLUTION

A SENATE RESOLUTION urging the Legislative Council to assign the topic of increasing Indiana's tourism marketing budget to an appropriate study committee.

YOUNG R

_____, read first time and referred to Committee on



SENATE RESOLUTION

MADAM PRESIDENT:

I offer the following resolution and move its adoption:

1 A SENATE RESOLUTION urging the Legislative Council
2 to assign the topic of increasing Indiana's tourism marketing
3 budget to an appropriate study committee.

4 *Whereas, The study committee will research how other*
5 *states are funding their tourism marketing campaigns,*
6 *determine the success of these campaigns, and conclude if*
7 *Indiana could benefit from implementing similar strategies;*

8 *Whereas, Economic studies have shown that for every*
9 *dollar invested in promoting Indiana, visitors will spend \$38*
10 *and the state would make \$1.90 in sales tax revenue;*

11 *Whereas, The current budget allots \$1.7 million after a*
12 *\$500,000 grant to the Sports Corporation. Current legislation*
13 *would cut this total to \$700,000. The Senate has expressed*
14 *interest in a \$1.2 million matching grant program with*
15 *\$500,000 dedicated to a joint marketing effort with the*
16 *Association of Indiana Convention and Visitor's Bureaus;*

17 *Whereas, Surrounding states invest at least \$10 million*
18 *annually towards tourism. The average for these states is \$17.9*
19 *million annually;*



1 *Whereas, Prior to the recession, Indiana had a promotions*
2 *budget of \$5 million. Since the recession, surrounding states*
3 *have all increased their tourism marketing budgets, while*
4 *Indiana has been the only one to decrease their budget;*

5 *Whereas, Previous legislation has been attempted to*
6 *increase Indiana's tourism budget to \$9 million. If this attempt*
7 *had been successful, it would have generated \$14 million in*
8 *profit for the state; and*

9 *Whereas, Increasing the budget would keep Indiana*
10 *competitive with surrounding states, boost the state's economy,*
11 *create jobs, and increase tax revenue: Therefore,*

12 *Be it resolved by the Senate of the*
13 *General Assembly of the State of Indiana:*

14 SECTION 1. The Legislative Council is urged to assign to an
15 appropriate study committee the topic of increasing Indiana's tourism
16 marketing budget.

